

HANDY GUIDES: TEMPLATES

Costing an engagement activity

Costs can vary greatly depending on your engagement activity, based on scale and complexity. Contact the NHCP communications and engagement team for guidance, and use this template to help prompt you on some key areas to consider.

Facilitating engagement events

Activity	Cost (£)
Single sheet promotion materials and printing i.e. flyers	
Additional postage cost if not included with a survey and no email	
Printing return pre-paid envelopes if invites not sent via email	
Postage of return pre-paid envelopes (For example, the cost of 10-25% response rate)	
Venue hire, including basic refreshments	
Keynote speakers, facilitators and scribes costs	
Audio visual equipment and staff	
Stationery	
Reimbursement of expenses i.e. travel, care costs	
Total	

Customer forum/working group involvement

Activity	Cost (£)
Community based venue hire, including basic refreshments (Based on number of meetings multiplied by room hire)	
Reimbursement of expenses i.e. travel, care costs	
Total	

Printed survey

Activity	Cost (£)
Externally printing (This is dependent on page size and quality)	
Alternatively in-house printing	
Printing return pre-paid envelopes	
Postage of surveys	
Postage of return pre-paid envelopes (Based on an approximate 25% response rate)	
Total	

Online survey

Activity	Cost (£)
Product licence fee	
Data analysis	
Information management /Data compliance	
Total	

Communication

Activity	Cost (£)
Mobile app or printing i.e. flyers, posters, event materials	
Press releases and adverts	
Specialist communication support staff	
Total	

Potential additional costs

Activity	Cost (£)
Easy read translation of complex document	
Translation or interpretation into another language	
Graphic presentation	
Transcribing to audio	
Videography or photography	
Promotional giveaways	
Insurance	
Total	

Potential legal fees for a challenged consultation

Activity	Cost (£)
If settled at the start (permission hearing)	Approx. 9,000 to 15,000
If goes to a full hearing	Approx. 30,000 to 150,000
If goes to court of appeal	Could be in excess of 220,000
The cost of not being able to implement service change during defending legal proceedings and potential further delay and cost if need to re-consult/engage	



Timetable template

Use this template to create your participation or consultation activity timeline
 (With thanks to Dover colleagues, who are the source of this template:
<https://www.dover.gov.uk/Consultation/Consultation-Toolkit.pdf>)

END	Task	Approximate time guide
END	When will the decision be taken? When will the information be required. Who will be sponsoring, or signing or approving the engagement/consultation activity?	Insert time/date
	Does the engagement/consultation report need to be approved by anyone before any final decision takes place? If so allow time for this process.	Insert name/date/contact
	Draw up the report of the engagement/consultation outcomes – prepare different formats to enable feedback to stakeholders.	2 days
	Collate, analyse and consider the engagement/consultation outcomes.	1-4 weeks
	Run the engagement/consultation: allow sufficient time for all your key stakeholders to respond. Be aware of times of year when the response may be affected, for example religious festivals, school holidays.	Ideally 6 to 12 weeks for written formal consultation documents. If this is not possible you may need to explain your reasons
	If you are using postal surveys build in sufficient time for reminders, if necessary, to be sent out 1-2 weeks before closing. Build in time to engage/consult with those groups whose voices have not traditionally been heard or recognised.	Allow 2-4 weeks (from receipt) to respond to postal surveys – allow a further week for late returns.
	Consider if you need to “pilot” the engagement/consultation: if so, allow time for this and any modifications that you may need to make.	2 weeks
	Advertise and publicise the engagement/consultation: allow sufficient time for distribution. Consider time needed for printing, enveloping, post etc.	2-4 weeks
	Produce consultation material: Do you need input from either the NHCP Communications and Engagement teams? Or other teams from partner organisations? Do you need materials produced in community languages, converted to Braille, produced in different formats? If so, build this in.	2-4 weeks
	Are you involving other partners and agencies in this exercise? Build in time for them to contribute.	Allow time for partners to participate in your exercise as appropriate.
	Are you using an external agency to run your consultation? Build in time to: ■ prepare a brief ■ tender ■ interview and select your consultants	Time will vary – do not underestimate these activities
	Depending on your method of consultation (eg focus groups, public meetings, roadshows, etc) you may need to let people know the date and broad outline of your event or recruit people immediately.	Let people know the date in advance
	Identify the cost and staff time involved. Build this in to work programmes. Do staff or volunteers need training to be involved in running this exercise? If so schedule this in.	Plan for training if required
	Preparing the action plan: ■ Decide on what you are engaging about. ■ Decide on with whom you will engage ■ Decide on methods of engagement. ■ Build in time at the end to feedback results after the decision has been taken – do you need to let the NHCP Communications and Engagement Team know so that media statements can be prepared if appropriate ■ Build in time to evaluate your exercise.	Take sufficient time to plan your consultation thoroughly.
	Do you need a new exercise?	Inform - NHCP ecommunications and engagement team
	Clarify why you are engaging	Insert: reason and date
START		